

Profile of 2007 Saint Paul Winter Carnival Attendees



Prepared for:
Saint Paul Winter Carnival &
The St. Paul Festival Association

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EXECUTIVE SUMMARY

In 2006, the University of Minnesota Tourism Center (UMTC) and Center for Urban and Regional Affairs (CURA) were contracted to profile visitors to Saint Paul Winter Carnival. Several visitor characteristics were of interest beyond demographics, including information sources, spending habits, and experience at Saint Paul Winter Carnival. To that end, a visitor questionnaire was developed and administered to Saint Paul Winter Carnival visitors.

Methods

An on-site questionnaire was administered to attendees. A convenience sample with sampling throughout across activities was implemented. Throughout the event, a total of 362 parties were contacted with 253 questionnaires completed (69.9% compliance rate). Completed questionnaires were entered, cleaned and checked in SPSS version 14.0.

Results

Demographics: Most often respondents were female, non-Hispanic Whites, and reported an average age of 41.5 years. The majority of respondents had incomes between \$35,000 and \$99,000; the most frequently cited income was between \$50,000 to 74,999 (20.5%). The majority (62%) of respondents' primary residence was within fifteen miles of the Saint Paul Winter Carnival area.

Group size and composition: Respondents visited the carnival predominately with family (47.9%). Among respondents who specified the actual number of people in each category, groups averaged 2 adults (\bar{M} =1.9), 1 teen (\bar{M} =1.4) and 2 children (\bar{M} =1.7).

Previous Winter Carnival experience: Respondents were rather evenly split between first time and repeat visitors, with slightly more repeat visitors. Respondents attended Saint Paul Winter Carnival an average of 10 (\bar{M} =10.4) times previously, most often (43.5%) as recent as 2006.

Satisfaction and acceptability of Carnival attributes: Respondents indicated they enjoyed many aspects of Saint Paul Winter Carnival. Among the options presented, respondents most frequently cited they enjoyed the ice sculptures (72.0%), snow sculptures (52.0%) and parade (27.6%).

The majority of respondents reported alcohol beverage service, event prices and the Harriet Island location of Saint Paul Winter Carnival were acceptable. Still, about one-fifth of respondents reported the location as unacceptable. The majority of respondents were satisfied or very satisfied with parking availability. Mixed response was found for the shuttle wait time, however. One half of the respondents were unsure of their satisfaction with the wait time and more than one-third (35.1%) were satisfied or very satisfied with the wait time for shuttle service.

Information sources: Attendees primarily heard about the Carnival through the newspaper, television or friends.

Expenditures: Food and beverages was the expenditure category where the most respondents spent money (averaging \$13.13 among those who did; n =151). Respondents who contributed in various spending categories spent an average of \$11.49 on Winter Carnival buttons (n= 63), \$10.40 on tickets (n= 43) and \$6.43 on parking (n =127).

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Profile of 2007 Saint Paul Winter Carnival Attendees

INTRODUCTION

Festivals and special events benefit both local communities and visitors. Community festivals of short duration contribute to the celebration of local culture, identity, and place. Festivals also enhance exposure, awareness, profitability and image of the host community, as well as serve as a vehicle for other development (Felsenstein & Fleischer, 2003; Getz, 1991; Hall, 1992; Nicholson & Pearce, 2001). To maximize benefit and enhance events, organizers need to continually assess and evaluate their event and its market.

In 2006, the University of Minnesota Tourism Center (UMTC) and Center for Urban and Regional Affairs (CURA) were contracted to profile visitors to Saint Paul Winter Carnival. Visitor demographics, information sources for the festival, experience, and expenditures at Saint Paul Winter Carnival were of specific interest. The study methods and results are presented below, followed by a discussion.

METHODS

An on-site questionnaire was administered to visitors during the 2007 Saint Paul Winter Carnival. The methods for the questionnaire administration are presented in the following sections: study setting, questionnaire, approach, response rate, and analysis.

Study Setting

The 2007 Saint Paul Winter Carnival was held from January 26th to February 4th. Previously held throughout downtown St. Paul, the 2007 Carnival was focused on Harriet Island. The event included two parades, live music, snow and ice sculptures, a snow slide, an ice maze, food and merchandise vendors, kid's activities, and many other activities. Saint Paul Winter Carnival attracts more than 250,000 visitors.

Questionnaire

An on-site questionnaire was developed with the assistance of Saint Paul Winter Carnival personnel. Questionnaire sections included event participation, enjoyable attributes, attribute acceptability and satisfaction, information sources, expenditures, group composition, community familiarity, and demographics (Appendix A).

Approach

A sampling plan was created to reach the range of Saint Paul Winter Carnival attendees. Sample schedules incorporated both time and spatial considerations to ensure coverage across festival activities. A lack of volunteers at two events precluded data collection.

Based on estimated attendance from preceding years, a sampling quota target was set at 384 visitor contacts (95% confidence interval; $\pm 5\%$ sampling error rate). Trained volunteers and University of Minnesota Tourism Center staff administered the questionnaire.

Response Rate

Throughout the event, a total of 362 parties were contacted and 253 questionnaires attained, therefore there was a 69.9% compliance rate (Appendix B; Table 1). However, three questionnaires were unusable and therefore, 250 questionnaires were available for analysis. Approximately three quarters (72.2%) of respondents were contacted on the first weekend, while the remainder was contacted on the second weekend (Appendix B, Figure 1). Severe weather (below zero temperatures) influenced both attendance and compliance rates. Of those who chose not to complete the questionnaire, they most frequently cited that they were not interested or in a hurry as a reason (35.1% and 25.8% respectively). Given the 250 sample size we can be 95% confident that results fall within +/-6% of the results reported.

Analysis

Completed questionnaires were entered, cleaned and checked in SPSS version 14.0. Extreme outliers were winsorized to bring highly skewed variables into usable ranges. Descriptive analysis provided means, standard deviations, and frequencies to describe the sample and provide information on variables of interest.

RESULTS

Respondents

Demographics

More than half (54.4%) of respondents were female and reported an average age of 41.5 years (Appendix B, Table 2). A majority of respondents were white (80.4%) and of non-Hispanic or non-Latino background (95.0%). The majority of respondents reported an income between \$35,000 and \$99,000; the highest percentage (20.5%) of respondent's reported an annual household income of between \$50,000 to 74,999 (Appendix B, Figure 3).

Primary Residence

Respondents' predominately resided in the Metropolitan area, as indicated by their stated zip code. A majority (62%) of respondents' primary residence was within fifteen miles from the Saint Paul Winter Carnival area (Appendix B, Figure 4 & 5). An additional (18%) resided fifteen to 25 miles from the area. One fifth of respondents (20%) indicated they resided more than 26 miles from the area.

Saint Paul Winter Carnival Experience

More than half of respondents had previously attended Saint Paul Winter Carnival (56.6%; Appendix B, Figure 6). Respondents had previously attended Saint Paul Winter Carnival an average of ten (\bar{M} =10.4) times; the most frequent year of the previous visit was 2006 (43.5%).

Sources of information about Saint Paul Winter Carnival

Respondents heard about Saint Paul Winter Carnival most frequently from the newspaper (40.8%), television (35.6%), friends (31.6%) or the radio (28.0%; Appendix B, Table 3). Few respondents indicated they heard about the event through the event schedule (13.2%) or 'other' sources (12.8%); very few respondents indicated ethnic press as an information source (1.2%). Among those new to Winter Carnival in 2007, friends (41.9%) and television (40.0%) were the most frequently cited information source.

Attributes of Enjoyable Experience

The three most frequently cited enjoyable attributes of Saint Paul Winter Carnival were the ice sculptures (72.0%), snow sculptures (52.0%), and the parade (27.6%; Appendix B, Figure 7). Less frequently cited as the 'most enjoyable' were: food and beverages (20.8%), live music (18%), ice maze (15.2%), kids' activities (13.6%), or the snow slide (10.4%). The least frequently cited attributes included 'other' (8.4%), legend characters (6.8%), coronation (3.6%) and the 5K (2.0%).

Acceptability and Satisfaction of Saint Paul Winter Carnival Attributes

The events' location, event prices, and alcoholic beverage service was acceptable to the majority of respondents. Still, more than one-third were undecided about the alcohol service, one-quarter unsure about prices, and one-fifth found the location unacceptable (Appendix B, Figure 8).

Mixed satisfaction was found among respondents regarding parking and shuttle wait time. The majority were unsure about the satisfactory nature of the shuttle wait time, but more than one third (35.1%) of respondents were satisfied with it. The majority (59.4%) of respondents were satisfied with parking availability with about one-fifth (19.8%) dissatisfied with parking availability.

Group Composition

Most frequently respondents attended Saint Paul Winter Carnival with family (47.9%; Appendix B, Figure 10). Almost one third (32.2%) attended with friends, while less than one tenth attended with both family and friends (6.8%), alone (5.2%) or an organized group (4.4%).

A mixture of younger and maturing adults attended Winter Carnival. Respondents were rather evenly divided into adults aged 41 to 50 (33.6%), 18 to 30 (30.4%), or 31 to 40 (29.6%; Appendix B, Table 4). Almost one-fourth (23.6%) of groups included children aged twelve or under. Among respondents who specified the actual number of people in each category, groups averaged 2 adults (\bar{M} =1.9), teen (\bar{M} =1.4) and 2 children (\bar{M} =1.7; Appendix B, Figure 11).

Saint Paul Winter Carnival Expenditures

Food and beverages was the expenditure category where the most respondents spent money (averaging \$13.13 among those who did; n =151). Respondents who contributed in various spending categories spent an average of \$11.49 on Winter Carnival buttons (n= 63), \$10.40 on

tickets (n= 43) and \$6.43 on parking (n =127). On average, fewer than 10% of respondents spent dollars in surrounding businesses (\underline{M} =\$21.41; Appendix B, Table 5).

St. Paul Area Experience

A majority (92.3%) of respondents had previously visited St. Paul for reasons other than Winter Carnival. Among those who had previously visited St. Paul, the most frequently cited reasons were to frequent restaurants (50.4%), the Xcel Center (48.0%) and for other events (46.0%; Appendix, Table 6).

Comments and Suggestions

Open-ended comments and suggestions revealed several themes (Appendix C). A favorable experience was the most common theme among respondents. Example statements included “Best event of the year!” and “Love Carnival. Keep it up!” Other common themes that emerged pertained to the desire to have an ice castle, wanting sculptures at Rice Park, and parking complaints.

DISCUSSION

The 2007 Saint Paul Winter Carnival attracted a range of visitors from the local area who found a variety of the events enjoyable. Results indicate the Saint Paul Winter Carnival provides an enjoyable experience among visitors, as evidenced by open-ended comments. The enthusiasm expressed in open-ended comments illustrates the degree of satisfaction among respondents. Further, the majority of respondents are returning visitors and have a long history with the Carnival.

Changes to the venue’s location and alcohol offerings met with overall positive reviews, although a portion of visitors found them unacceptable or were dissatisfied. Management needs to decide if the percentage of respondents dissatisfied is an issue. While severe weather likely influenced attendance, another consideration is the number of people who may not have attended Carnival due to the location or event prices.

The ‘winter’ focused attributes were a primary source of enjoyment: ice and snow sculptures. Therefore, retaining and perhaps expanding them is essential. Like many events, the parade and food/beverage were most enjoyable to about one-fifth of visitors. The parade received high ratings even with severe weather conditions and last minute shortening of the parade route. Food/beverage was also where most visitors spent money if they spent any. The addition of music, however, was most enjoyed by 18% of visitors and therefore, appears a positive addition to the Winter Carnival venue.

Mass media were important Carnival information sources as newspapers and television were frequently cited information sources about Winter Carnival. Therefore, the media and public relations campaign appear effective in drawing visitors to the event. To attract visitors outside of the Metro area and perhaps overnight, travel packages and promotions may be of use. As word of mouth was an important vehicle for event marketing, creating a buzz and enhancing viral marketing will serve the event well in an effort to increase attendance. Many event attendees do

use friends and families as sources of information (Getz, 1991; Salk & Schneider, 2006; Salk, Schneider, & Monson, 2005).

With regard to visitor spending at the site itself, respondents reported moderate spending in all categories provided. Most frequently, visitors spent their money on food and beverages. To maximize visitor spending, efforts to increase visitor length of stay both at the event and in the St. Paul area are suggested. Providing for enhanced visitor comfort would potentially extend their stay. Respondents' open ended comments were appreciative of the heated tent, but some comments did suggest the need for larger or more heated areas.

While visitor surveys have the ability to better understand the festival market, they do not capture other information of potential use to event organizers such as actual visitation, the overall economic impact of Saint Paul Winter Carnival and how the event compares to other festivals in the region. Future research to capture this useful information may be of interest.

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APPENDIX

APPENDIX A

2007 Winter Carnival Survey

Have you been to Winter Carnival before (check **ONE**)? ☐ YES ☐ NO

If **yes**, how many years have you attended Winter Carnival? YEARS

What was the last year you attended Winter Carnival?

Where did you hear about this event? (check all that apply)

☐ NEWSPAPER ☐ FRIENDS ☐ WEBSITE ☐ PREVIOUS VISIT
☐ RADIO ☐ TV ☐ ETHNIC PRESS ☐ EVENT SCHEDULE ☐ OTHER

Have you ever been to St. Paul for any reason other than Winter Carnival? ☐ YES ☐ NO

If **yes**, what was the purpose? (check all that apply)

☐ SHOPPING ☐ RESTAURANTS ☐ EMPLOYMENT ☐ SERVICES
☐ RESIDENT ☐ XCEL CENTER ☐ OTHER EVENTS

What do you enjoy most about Winter Carnival (check up to **THREE**)?

☐ LIVE MUSIC ☐ SK ☐ FOOD & BEVERAGES ☐ KIDS ACTIVITIES ☐ PARADE ☐ SNOW SCULPTURES ☐ ICE
SCULPTURES ☐ CORONATION ☐ ICE MAZE ☐ LEGEND CHARACTERS ☐ SNOW SLIDE ☐ OTHER

How acceptable are the following aspects of Winter Carnival (Circle one answer in each row)?

	VERY UNACCEPTABLE		UNDECIDED		VERY ACCEPTABLE
ALCOHOLIC BEVERAGE SERVICE	1	2	3	4	5
EVENT PRICES	1	2	3	4	5
HARRIET ISLAND LOCATION	1	2	3	4	5

How satisfied were you with the following at Winter Carnival?

	VERY DISSATISFIED		UNSURE		VERY SATISFIED
WAIT TIME FOR SHUTTLE	1	2	3	4	5
PARKING AVAILABILITY	1	2	3	4	5

Who are you with (check **ONE**)?

☐ ALONE ☐ FRIENDS ☐ FAMILY ☐ FAMILY & FRIENDS ☐ ORGANIZED GROUP ☐ OTHER (SPECIFY:)

How many in your group are of the following ages (specify **NUMBER**):

☐ 0-12 years ☐ 13-17 years ☐ 18-30 years ☐ 31-40 years ☐ 41-50 years ☐ 51-60 years ☐ 61+ years

How much did **YOU** spend related to the Festival?

\$ FOOD/BEVERAGE \$ TICKETS \$ SURROUNDING BUSINESSES
\$ PARKING \$ WINTER CARNIVAL BUTTONS

What year were you born? 19

What is your gender? ☐ FEMALE ☐ MALE

What is your annual household income (before taxes)?

☐ LESS THAN \$5,000 ☐ \$5,000-9,999 ☐ \$10,000-14,999 ☐ \$15,000-24,999
☐ \$25,000-34,999 ☐ \$35,000-49,999 ☐ \$50,000-74,999 ☐ \$75,000-99,999
☐ \$100,000-124,999 ☐ \$125,000-149,999 ☐ \$150,000 or more

What is your ethnic origin (check one)? ☐ HISPANIC/LATINO ☐ NON-HISPANIC/NON-LATINO

What is your race? (check all that apply)

☐ AMERICAN INDIAN OR ALASKA NATIVE ☐ ASIAN ☐ BLACK OR AFRICAN AMERICAN ☐ WHITE
☐ NATIVE HAWAIIAN OR OTHER PACIFIC ISLANDER ☐ OTHER (Explain:)

What is your zip code?

COMMENTS/SUGGESTIONS

THANK YOU

APPENDIX B

Tables and Figures

Table 1. Response rate among visitors to Saint Paul Winter Carnival, 2007.

Total parties contacted	362
Respondents	253
Refusals	109
Compliance rate	69.9%
Unusable Questionnaires	3
Usable Questionnaires	250

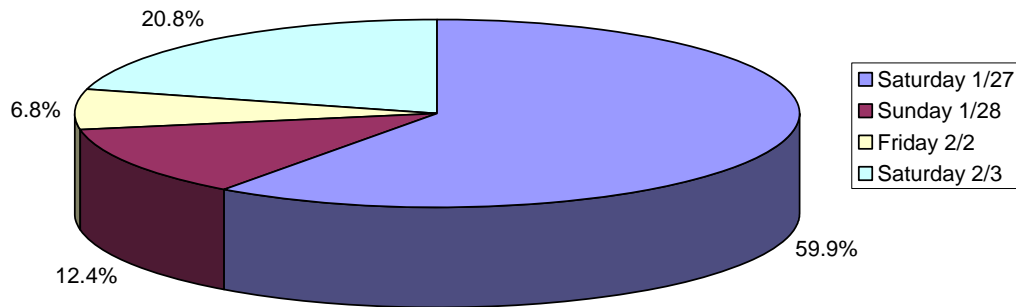


Figure 1. Day when respondents completed questionnaires regarding Saint Paul Winter Carnival, 2007 (n=249)

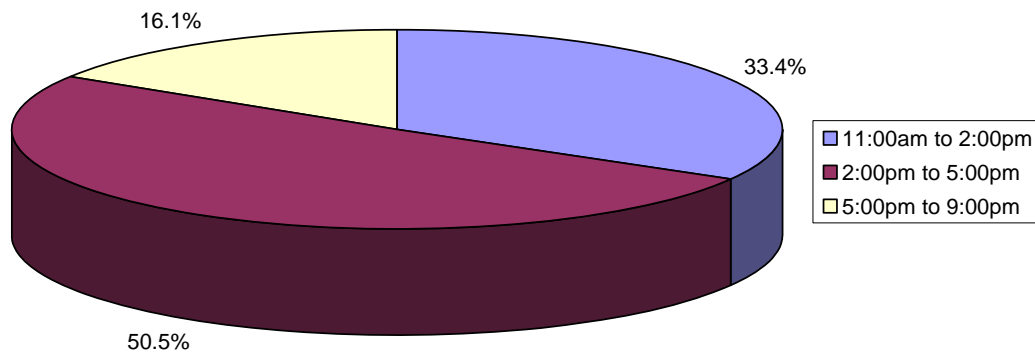


Figure 2. Time when respondents completed questionnaires regarding Saint Paul Winter Carnival, 2007 (n=169).

Table 2. Demographic characteristics among visitors to Saint Paul Winter Carnival, 2007.

	Frequency	Percent
Gender		
Male	94	45.6
Female	112	54.4
Total	206	100.0
Ethnicity		
Hispanic/Latino	11	5.0
Non-Hispanic/Non-Latino	209	95.0
Total	230	100.0
Race		
White	201	80.4
Asian	13	5.2
Other	8	3.2
Black or African American	7	2.8
American Indian/Alaska Native	5	2.0
Native Hawaiian or Pacific Islander	2	.8
Total	N/A ¹	N/A ¹
Age (\bar{M}=41.5; S.D.=13.6)		
18-30	58	25.7
31-40	48	21.2
41-50	61	27.0
51-60	41	18.1
61-70	11	4.9
71 or older	7	3.1
Total	226	100.0

¹ Due to possible selection of multiple categorical responses.

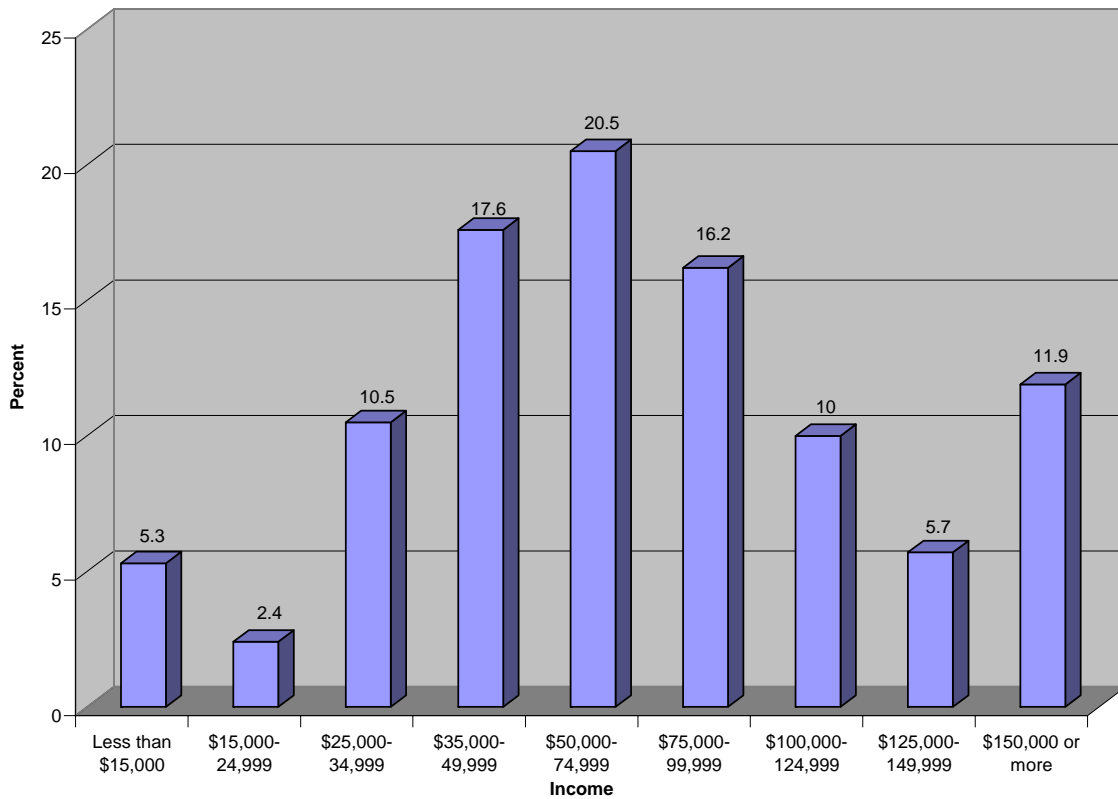


Figure 3. Percentage of annual household income among visitors to Saint Paul Winter Carnival (n=210).

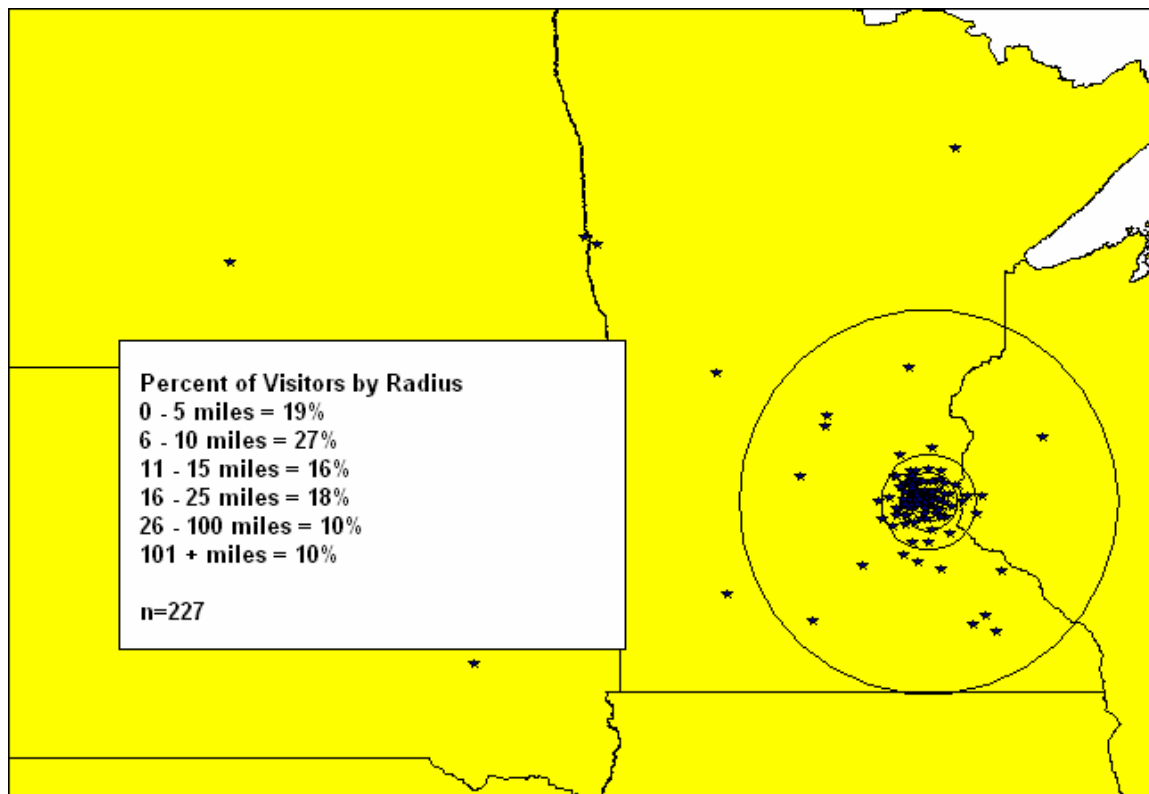


Figure 4. Radius map of respondents to Saint Paul Winter Carnival, 2007 (n=227).

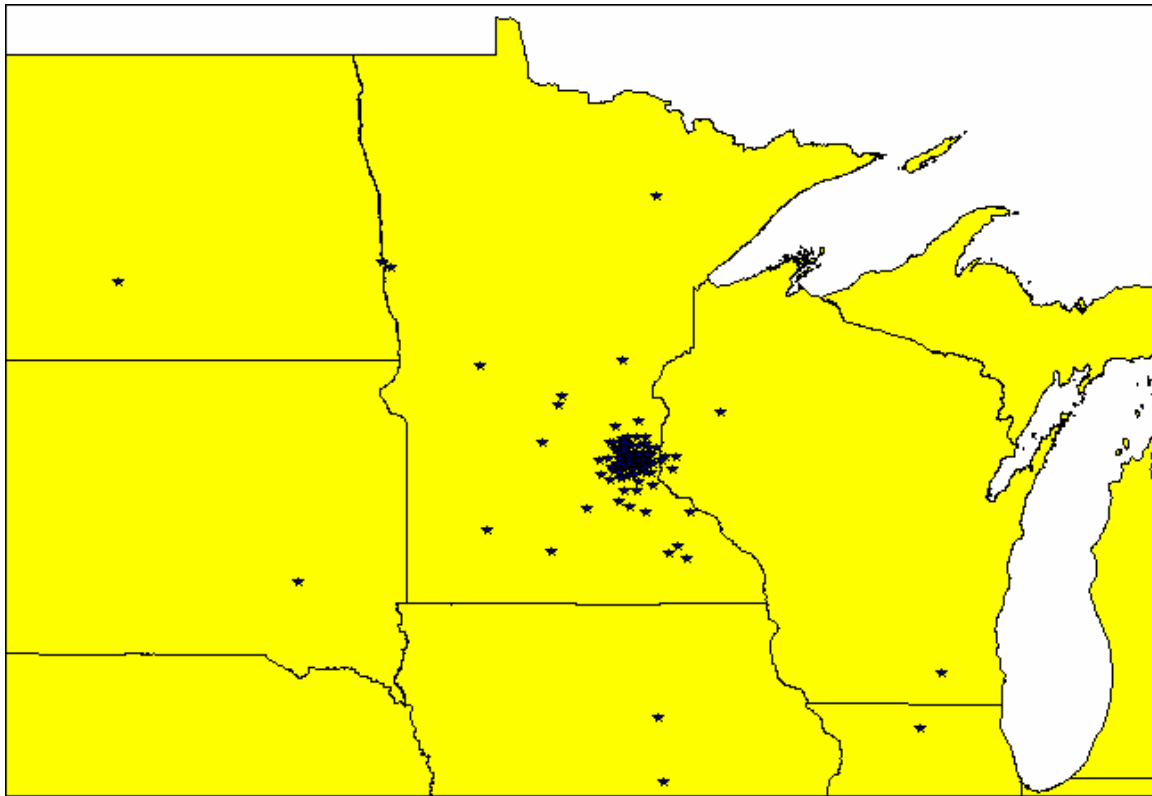


Figure 5. Regional perspective of primary residence among visitors to Saint Paul Winter Carnival, 2007 (n=227).

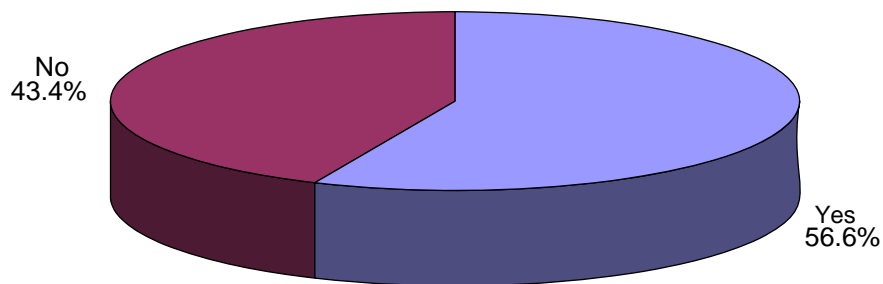


Figure 6. Previous Winter Carnival attendance among visitors to Saint Paul Winter Carnival, 2007 (n=242).

Table 3. Information sources among visitors to Saint Paul Winter Carnival, 2007.

	Frequency	Percent
Newspaper	102	40.8
TV	89	35.6
Friends	79	31.6
Radio	70	28.0
Previous Visit	68	27.2
Webpage	54	21.6
Event Schedule	33	13.2
Other	32	12.8
Ethnic Press	3	1.2

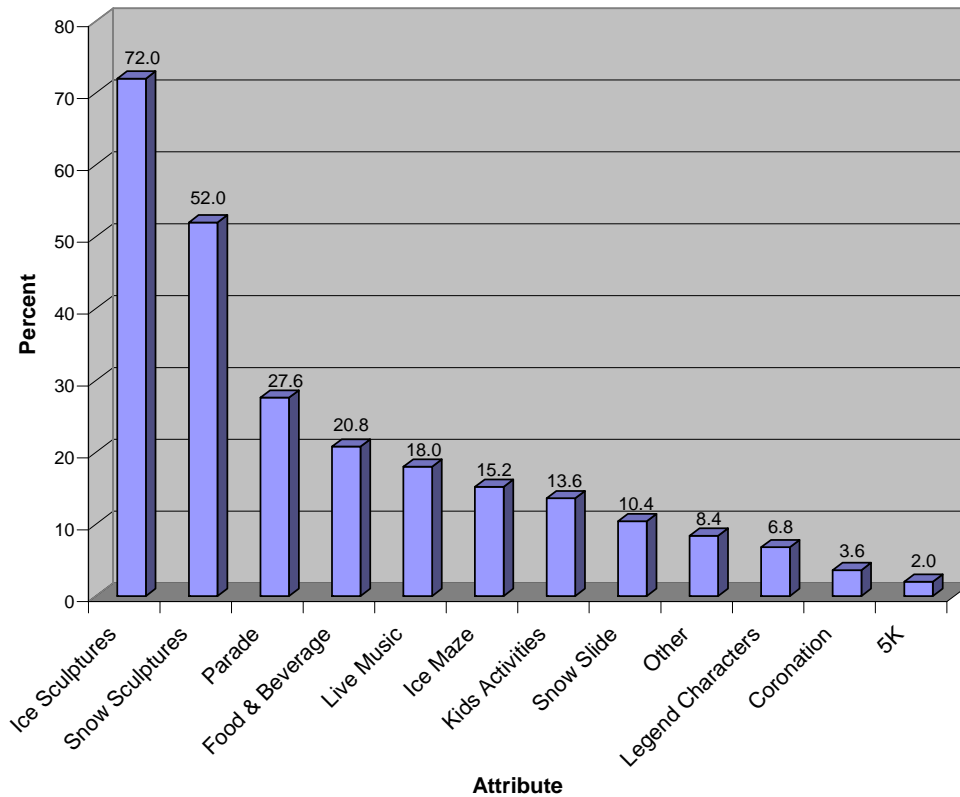


Figure 7. Most enjoyable attributes of Saint Paul Winter Carnival among questionnaire respondents, 2007.

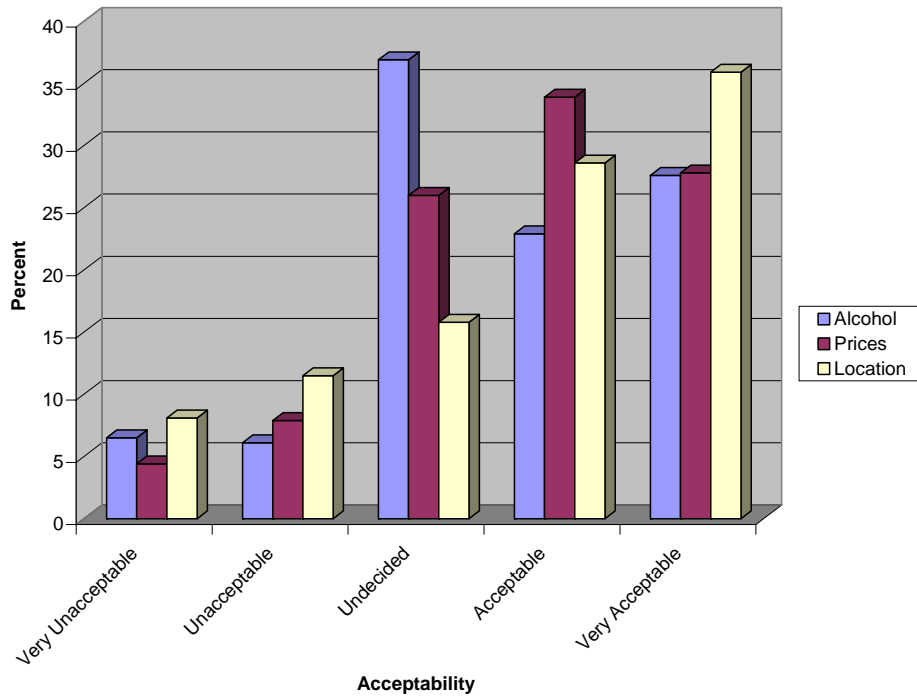


Figure 8. Acceptability of attributes among Saint Paul Winter Carnival questionnaire respondents, 2007.

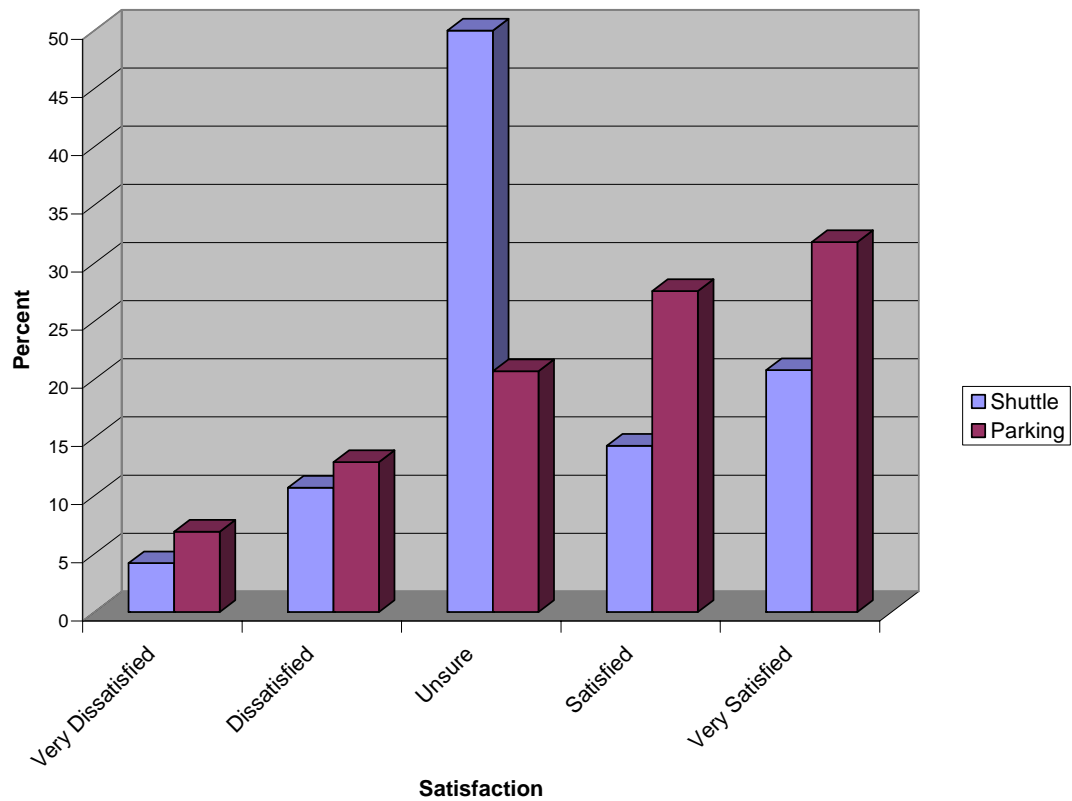


Figure 9. Satisfaction of attributes among Saint Paul Winter Carnival questionnaire respondents, 2007.

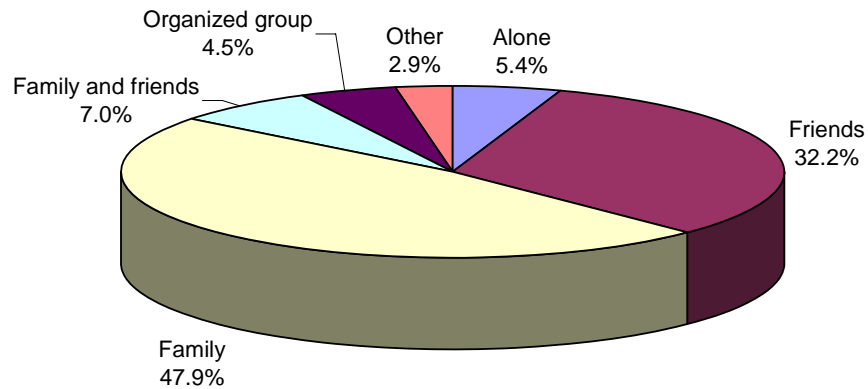


Figure 10. Group composition among visitors to Saint Paul Winter Carnival (n=242).

Table 4. Group composition age among visitors to Saint Paul Winter Carnival, 2007.

Age	Frequency	Percent
0 to 12	59	23.6
13 to 17	23	9.2
18 to 30	76	30.4
31 to 40	74	29.6
41 to 50	84	33.6
51 to 60	54	21.6
61 and Older	18	7.2

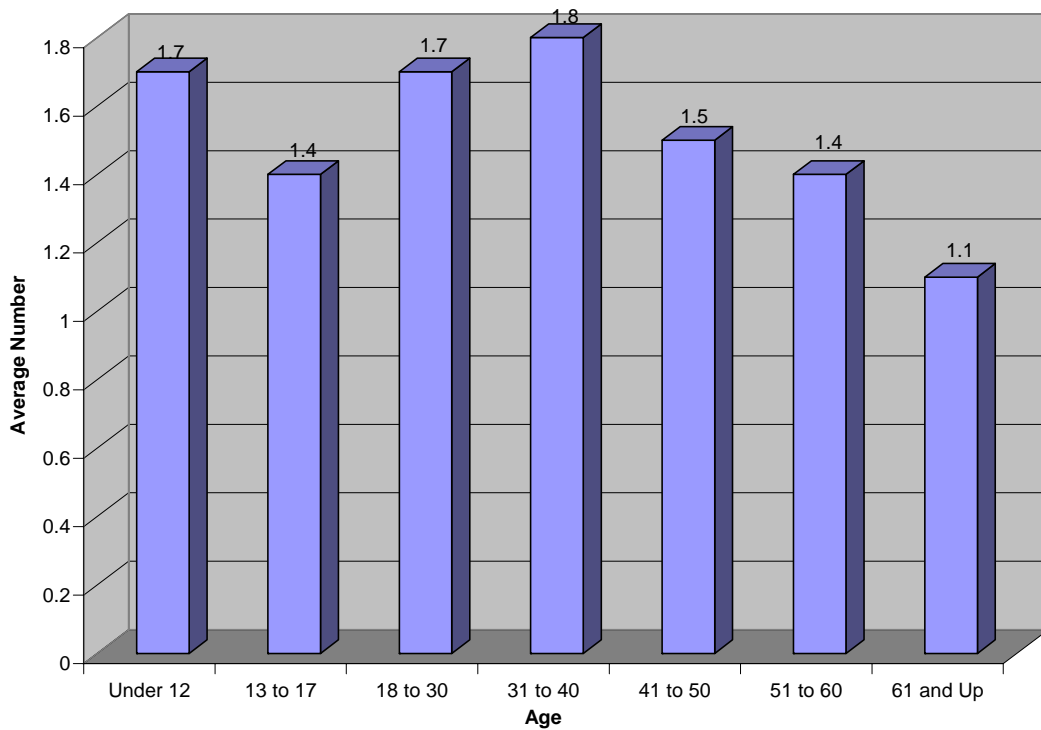


Figure 11. Average group size based on age categories among visitors to Saint Paul Winter Carnival, 2007.

Table 5. Average expenditures at Saint Paul Winter Carnival among festival attendee respondents, 2007.

	<u>M</u>	<u>S.D.</u>	<u>Range</u>
Surrounding Businesses (n=22)	\$21.41	14.53	\$0-50+
Food and beverages (n=151)	\$13.13	7.88	\$0-30+
Winter Carnival Buttons (n=63)	\$11.49	6.52	\$1-25+
Tickets (n=43)	\$10.40	7.70	\$0-30+
Parking (n=127)	\$6.53	2.64	\$0-15+

Table 6. Purpose of previous visit to St. Paul among visitors to Saint Paul Winter Carnival, 2007.

	<u>Frequency</u>	<u>Percent</u>¹
Restaurants	126	50.4
Xcel Center	120	48.0
Other Events	115	46.0
Shopping	79	31.6
Resident	58	23.2
Employment	50	20.0
Services	41	16.4

¹Totals more than 100% as respondents indicated all purposes for prior visit.

APPENDIX C

Respondents Comments and Suggestions

Love Carnival. Keep it up!

Parade move along faster.

Too cold!

MN has very nice people! We are from Wyoming.

“the survey was fun” and the people who were doing it!

Warming tent & hot dishes very well done

No mock gun firings in tent

Idea for new activity: office Olympics

Making \$ down on Harriet Island-Winter Carnival Beer

Good luck!

Can't think of any off hand

Rice Park location is better

Poor food selection-where's the coffee/hot bev.? “Giant” slide is wimpy

Have maps at info booths at entrance

More than one ticket booth

Sell cheese with wine

Best!! Event of the year

Late night party/ band/ fest. Etc

Better signage for parking

Tater tot hotdish every weekend day

Keep up the good work.

Stay warm this year. More caribou

Impressed with ice sculptures

Nice park!

Need an ice castle

Harriet Island activities are severely lacking this year. I want to leave.

Get maze done time!

Need more lights on the sculptures!

Fun

Hot dish tent was not what expected. We thought there'd be a variety. Looking forward to next castle.

Ice Palace

Move back to Rice Park. Harriet Island is BAD!

Love the location!

Bigger tents-Cheaper parking

Better parking

Have parking signs up earlier

Yea! For the Winter Carnival and Shakespeare

More shuttles available outside of Downtown. Penguins that handle the cold!

Disappointed that the ice maze wasn't built yet

More buses!

More shuttle buses!

More parking please

Warmer weather, Brian wants a corndog

I/We actually have always liked when some events were downtown like ice sculptures, etc. We miss Rice Park and lights!

Have an event at Rice Park to correspond with the parade

Don't charge for wristbands for alcohol. It's such a joke. Especially when your paying \$6 for a drink.

More publicity needed.

Would love some hot-mulled wine

Warming tents is perfect & a must.

More parking

Heater outside!

More heated places.

I like the food

Fun time

More activities/ free parking

Go Carnival

I really like the Winter Carnival, It's great

Have the Castle!

Hope you have it at Harriet Island again.

Ice Castle every year. That's why I came

Where's the castle?

Bring back ice palace!

The snow slide & the ice maze could be bigger.

The hotdish tent is a good idea-is there hotdish? Would be nice to have something at Rice Park-it is such a beautiful setting.

Can you make it warmer? Just joking! It was fun. We came from IL, specifically for the carnival.

Need more workshops/interpreters for the deaf. Need a deaf service center.

Unfortunately the weather.

A fun time but very cold today.

God Bless you-Jesus loves you

The lack of parking caused me to leave earlier this week when I had come with my mother to see the ice and snow sculptures without seeing them!! Had I not had to come to work the event today I would NOT have returned and also would NOT have tried to come next year!!

Wanted to see carvings

Ice sculptures in rice park

You need better signage.

If it's on Harriet Island again, please have more lights at night and more organized location for food vendors.

Have in Woodbury

Ice sculptures more lit better

We volunteered, it was a disappointing experience. Please don't throw people out in the cold like you did for Klondike Kate! Very disorganized, we were treated poorly by the coordinator for Klondike Kate. 20 below they threw people outside!